

SECTION 13. SIGN REGULATIONS

13.1. Purpose.

The purpose of this section is to provide uniform sign standards which promote the safety of persons and property, provide for the efficient transfer of information in sign messages, and protect the public welfare by enhancing the appearance and economic value of the landscape. The objectives to be pursued in applying specific standards are as follows:

- A. Safety. To promote the safety of persons and property by providing that signs:
 - 1. Do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs; and
 - 2. Do not create a hazard due to collapse, fire, collision, decay, or abandonment.

- B. Communications efficiency. To promote the efficient transfer of information in sign messages by providing that:
 - 1. Businesses and services may identify themselves;
 - 2. Customers and other persons may locate a business or service;
 - 3. No person or group is arbitrarily denied the use of the sight lines from the public right-of-way for communication purposes; and
 - 4. Persons exposed to signs are not so overwhelmed by the number of messages presented that they cannot find the information they seek, and are able to observe or ignore messages, according to the observer's purpose.

- C. Landscape quality and preservation. To protect the public welfare and to enhance the appearance and economic value of the landscape by providing that signs:
 - 1. Do not interfere with scenic views;
 - 2. Do not create a nuisance to persons using the public rights-of-way;
 - 3. Do not constitute a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height, or movement; and
 - 4. Are not detrimental to land or property values.

(Ord. No. O-88-35, § 4, 9-6-1988)

13.2. Permits.

It shall be unlawful for any person, unless otherwise provided in this section, to erect, construct, reconstruct, structurally alter or relocate any sign within the city without first obtaining a sign erection permit. In addition, it shall be unlawful for any person, unless otherwise provided in this

section, to alter the height, shape, style and spacing of any wall sign within the city without first obtaining a sign erection permit.

- A. Application. All applications for erection permits shall be accompanied by a plan or plans drawn to scale which shall include the following:
 - 1. The dimensions of the sign and, where applicable, the dimensions of the wall surface of the building to which it is to be attached.
 - 2. The dimensions of the sign's supporting members.
 - 3. The maximum and minimum height of the sign.
 - 4. The proposed location of the sign in relation to the face of the building in front of which or above which it is to be erected.
 - 5. The proposed location of the sign in relation to the boundaries of the lot or parcel of land upon which it is to be situated.
 - 6. The location of all electrical transmission lines within 30 feet of any part of such proposed sign structure.
 - 7. If applicable, plans and specifications for the electrical system of the sign.
 - 8. The dimensions and location of all existing signs on the premises, if any.
 - 9. The address or location of the proposed sign.
 - 10. The names and signatures of sign owner(s), landowner(s), and sign erector.
 - 11. The area of the sign face(s).
 - 12. Gross leasable area of the integrated business development or shopping center.
 - 13. The design proposal, including dimensions and materials, for any monument sign.
- B. Issuance and inspection.
 - 1. Issuance. Upon the filing of any application for an erection permit, the plans, specifications, and other data shall be examined by the building official. If it appears that such proposed sign is in compliance with the requirements of this section, the city building code, and other laws of the city, the building official shall issue the applicant a sign erection permit.
 - 2. Inspection. A sign erection inspection shall be required before any sign is erected or installed in the City of Missouri City. The applicant shall be required to arrange such inspection in advance of the date the sign is to be erected by contacting the building official.
- C. Exceptions. A permit shall not be required for the following, however other subsections of this section shall apply as applicable:
 - 1. The changing of the advertising copy or message of a sign.
 - 2. The electrical, repainting, or cleaning maintenance of a sign.
 - 3. Temporary on-premises real estate signs for single-family units or vacant lots in platted subdivisions.

4. Temporary on-premises contractor identification signs.
5. Temporary on-premises monument vacant land sale signs giving information concerning leasing, renting, or selling of property in residential, suburban, commercial or industrial districts.

D. Stop orders. The issuance of a sign erection permit shall not constitute a waiver of this section or other ordinances of the city. The building official is authorized to issue stop orders for any sign which is being constructed in violation of this or any other ordinance of the city.

(Ord. No. O-88-35, § 4, 9-6-1988; Ord. No. O-89-16, § 3, 6-19-1989; Ord. No. O-00-07, § 3, 2-7-2000; Ord. No. O-00-55, § 4, 10-2-2000; Ord. No. O-00-69, § 3, 12-18-2000; Ord. No. O-01-40, § 3, 8-20-2001.)

13.3. Design standards.

All permanent and temporary signs shall meet the following standards:

- A. Lighting. Exterior or internal lighting may be used. Exterior lighting shall be screened to prevent glare on drivers of automobiles traveling on adjacent streets.
- B. Materials. A sign facing or surface area may be constructed of wood, metal, plastic or other materials provided that all wood or metal surfaces are painted or otherwise weatherproofed.
 1. Monument signs.
 - a. The sign base and frame of a monument sign shall be constructed with brick and/or stone matching that of the principal building.
 - b. Where brick or stone is not the exterior material on the principal building, the sign base and frame shall consist of masonry materials matching the color(s) approved of the principal building.
 - c. Where brick or stone is not the exterior material on the principal building and the principal building is not subject to section 7A hereof, the sign base and frame shall be complementary in material and design to the principal building.
- C. Measurements and spacing.
 1. Wall signs. The sign facing or surface area of a wall sign shall be computed as including the entire area within a regular geometric form comprising all display area of the sign including all elements of the display and including the frame if applicable.
 2. Monument signs.
 - a. Sign area. The sign facing or surface area shall be computed within a regular geometric form comprising all display area of the sign and including the elements of the matter displayed as well as the frame. The sign area of a monument sign shall be centered within

the frame, and the frame and base shall be proportional to the sign area.

- b. Dimensions. Except as provided herein, a monument sign shall be constructed so that the bottom is no higher than eighteen (18) inches above the adjacent grade. The top of the monument sign shall be no higher than ten (10) feet as measured from the natural or average finished grade. The width of a monument sign shall not be greater than seven (7) times its height.
3. Structural members. Supporting structural members not bearing advertising matter, identifying color symbols, wording, or pictures shall not be included in computation of surface area.
4. Irregular signs. In calculating the area of irregular signs or separately mounted signs on one supporting structure, the area shall be that of the smallest regular geometric form that will wholly contain all of the elements including the frame.
5. Multi-faced signs. In calculating the area of multi-faced signs, all faces of a multi-faced sign shall be included.
6. Sign spacing. When a sign is placed at an angle to the intersection of two streets, measurement for spacing purposes shall be from the edge or side farthest from the intersection.

(Ord. No. O-88-35, § 4, 9-6-1988; Ord. No. O-95-18, § 4, 5-8-1995; Ord. No. O-95-35, § 3, 9-18-1995; Ord. No. O-98-26, § 3, 6-15-1998; Ord. No. O-99-03, § 3, 1-19-1999; Ord. No. O-99-66, § 3, 11-15-1999; Ord. No. O-01-40, § 4, 5, 8-20-2001; Ord. No. O-02-22, § 4, 6-17-2002; Ord. No. O-05-15, 04-18-2005; Ord. No. O-08-41, 07-21-2008.)

13.4. Sign construction and maintenance.

All signs erected or maintained pursuant to the provisions of this section shall be erected and maintained in compliance with all applicable state laws and with the building code, electrical code, and other applicable ordinances of the city. In the event of conflict between this section and other laws or ordinances, the most restrictive standard shall apply. All signs and sign structures shall be kept in good repair and neat appearance. Signs shall be maintained at reasonable intervals including replacement of defective parts, painting, repainting, and cleaning. The building official shall inspect all signs and sign structures on a regular basis and shall require corrections of any signs deemed in violation of this section.

(Ord. No. O-88-35, § 4, 9-6-1988)

13.5. Prohibited signs.

The following signs or types of signs are prohibited:

- A. Billboards.

- B. Signs which advertise or otherwise direct attention to a product, service, activity, person, institution, or business which no longer occupies or is conducted, sold, manufactured, produced, or offered upon the premises where the sign is displayed.
- C. Signs which move or contain visible moving parts; provided, however, the provisions of this subsection shall not prohibit time and temperature components of permitted monument signs which are not otherwise intended as an attention-getting device or barber poles of traditional design not to exceed 20 inches high which revolve during the time a barbershop is open for business.
- D. Signs in the form of banners, posters, pennants, flags, ribbons, streamers, balloons, strings of lightbulbs, spinners, searchlights, beacons, or other similar devices.
- E. Signs which contain statements, words, pictures, photographs, silhouettes, drawings, or pictorial representations of any matter that depict or elude to the touching of human genitals, pubic region, anus, female breasts, sexual stimulation or sexual gratification including sexual intercourse, masturbation, oral copulation, or sodomy; or is obscene, indecent, or of an immoral nature which would offend public morals or decency.
- F. Signs or portions thereof which are located on or project or extend over any public sidewalk, street, alley, or other public property. Temporary and permanent subdivision signage as permitted in subsection 13.6.A.4, 13.6.B and 13.7.B herein and signs required or authorized by governmental authority are exempted from this provision.
- G. Signs which interfere with, obstruct the view of, or may be confused with any authorized traffic sign, signal, or device.
- H. Portable or wheeled signs.
- I. Signs with flashing, blinking, or traveling lights or messages.
- J. Signs attached to or located upon exposed amenities such as benches, trash containers, fences, trees, shrubs, and the like; provided, however, information about the manufacturer or distributor of benches and trash containers may be placed on their products not to exceed ten percent of one surface of the bench or trash container.
- K. Except as provided herein, signs placed on the rear of any building.
- L. Except as provided in this section, reader panel signs or those with runners, slots, or tracks in or on which changeable letters and numerals can be mounted.

(Ord. No. O-88-35, § 4, 9-6-1988; Ord. No. O-89-16, § 4, 6-19-1989; Ord. No. O-95-18, § 5, 5-8-1995; Ord. No. O-97-19, § 3, 6-16-1997; Ord. No. O-02-22, § 5, 6-17-2002; Ord. No. O-02-37, § 3, 8-5-2002; Ord. No. O-02-55, § 3, 11-4-2002)

13.6. Signs permitted and regulated in residential and suburban districts.

- A. Temporary signs. Certain temporary signs in residential and suburban districts shall be permitted.
 - 1. Real estate signs for single-family units or vacant lots in platted subdivisions.
 - a. One temporary on-premises sign not exceeding six square feet shall be permitted for each single-family dwelling unit or vacant lot in a platted subdivision in order to give information concerning leasing, renting, or selling of such while such dwelling or lot is actually available for lease, rent, or sale.
 - b. Such temporary sign may be located anywhere on the premises, provided that such sign shall not project beyond the property line and shall not have a height of more than five feet over the natural ground level.
 - 2. Vacant land sales.
 - a. A temporary monument sign or signs shall be permitted for each tract or parcel of land in residential and suburban districts, other than subdivided residential lots, in order to give information concerning leasing, renting, or selling of such property.
 - b. Such temporary signs may be located anywhere on the tract or parcel provided they are set back a minimum of ten feet from any street frontage and from interior and rear property lines by a minimum of 50 feet or a distance that achieves the greatest separation between monument signs on subject tract and between monument signs on subject tract and adjacent properties. A total of 50 square feet of signage may be erected for each tract of land that is less than ten acres in size, and a total of 72 square feet of signage may be erected for each tract of land that is ten acres or larger in size. No one sign may be larger than 32 square feet in area nor smaller than 24 square feet. No more than one sign shall be allowed for each street frontage of such tract of land.
 - 3. Contractor identification signs. One temporary on-premises sign of a size not to exceed six square feet shall be allowed for each contractor only during the period that the contractor is engaged in active construction, repair or maintenance of the premises. Such temporary sign may be located anywhere on the premises, provided that such sign may not project beyond the property line and shall not have a height greater than five feet above the average finished grade.

4. Subdivision signage. Temporary signage shall be permitted upon approval of a sign plan for a residential subdivision. Sign plans should provide a way for a developer to identify important areas in the development and should contain high quality understated signs that consolidate as many messages as possible in as few signs as possible. Unless specifically prohibited, signs permitted under this subsection may be combined or contain directional information for private community/recreational facilities, provided, however, that such a combination and/or addition results in the erection of the same number or fewer signs than if permitted separately. The guidelines which follow shall dictate the size and location of residential subdivision signage. Signs shown in the plan should conform to the following guidelines:
 - a. Entrance signs.
 - (1) Each homebuilder and developer in a subdivision shall be entitled to a maximum of 16 square feet of space on one temporary monument sign, such sign which shall not exceed a total 80 square feet, at each major entrance to the residential subdivision. Provided, however, that such sign for any subdivision wherein two or less homebuilders or developers own all undeveloped lots therein shall not exceed 48 square feet. Further, each major entrance to each section of the subdivision shall be allowed one monument sign of a maximum area of 32 square feet to provide information about lot or home sales. However, in the case when the major entrance to the subdivision is also a major entrance to a section of the subdivision, that entrance shall be limited to an 80-square-foot sign, unless limited to a maximum of 48 square feet as provided in this paragraph.
 - (2) Temporary signs authorized at subdivision entrances by the above paragraph shall be removed when 80 percent of the total lots of the subdivision have homes constructed thereon. The temporary signs permitted at the major entrances of a section of the subdivision shall be removed when 80 percent of the total lots in that section have homes constructed thereon.
 - b. Subdivision directional signs. Developers or builders requesting subdivision section directional signs shall attach to such sign permit application(s) a proposed plan for the location of directional signs. Sign permits for directional signs shall be approved if they meet the following criteria:
 - (1) An active model home sales office site is located in the subdivision section.
 - (2) Generally, directions shall be provided from the entrance of the subdivision nearest to the entrance of the section in which the model home sales office sites are located. A more distant major entrance will be allowed if it can be

- demonstrated that overall either fewer signs shall be erected or there shall be less of an impact on adjoining properties.
- (3) Directional signs shall be approved at intersections where turns onto different streets are necessary leading to the subdivision section. In instances where no turns are involved but the distance from the major entrance to the subdivision and the subdivision section is greater than one mile, one directional sign shall be approved for each mile of distance separating the two points. Such signs shall be located to be equally spaced between the major subdivision entrance and the subdivision section.
 - (4) Unless otherwise provided for under subparagraph (8) below, signs permitted herein shall not exceed eight square feet in area, [and] have a top height not to exceed 3 1/2 feet and a bottom height not to exceed 1 1/2 feet.
 - (5) Landscaping shall be provided to screen the rear of the sign from view by the public. Such landscaping will be low maintenance vegetation that does not require irrigation to survive.
 - (6) Unless otherwise provided for under subparagraph (8) below, the copy of signs permitted herein shall be limited to one or more of the following:
 - (a) The name of the subdivision;
 - (b) The name of the subdivision section;
 - (c) The distance to the subdivision section; and
 - (d) The direction to the subdivision section.
 - (7) Subdivision section directional signs permitted herein shall be removed upon the expiration of the valid use of land or lots as a model home sales office site in subject subdivision section.
 - (8) In developments in which more than one model home sales office site is created, directional signage shall be permitted in order to direct visitors between such sites. One 16-square-foot monument sign shall be permitted at each intersection where turns involving several streets are necessary to go from one model home sales office site to another. Where possible, such signs will be combined with other private directional signs, including other model home site signs, with the maximum allowable combined sign size not to exceed 32 square feet. Copy of such signs may include directions, price, builder names or other appropriate information related to the sale of residences.

B. Permanent identification signs.

- 1. [Single-family residential subdivisions.]

- a. Small single-family residential subdivisions. Single-family residential subdivisions 75 acres or smaller in size are allowed permanent monument signs at each major entrance to the subdivision. The total sign surface area at each entrance shall not exceed 64 square feet. Subdivisions which consist of more than one platted section are allowed an additional 32-square-foot monument sign for each major entrance to each section therein; however, in the case where the major entrance to the subdivision is also a major entrance to a section for the subdivision, that entrance shall be limited to a 64-square-foot sign. No one sign may be smaller than 32 square feet.
- b. Large single-family residential subdivisions. Single-family residential subdivisions that are greater in size than 75 acres are allowed permanent monument signs as provided herein.
 - (1) The total sign surface area at each entrance shall not exceed 288 square feet. The area of a single sign may not be greater than 96 square feet and there shall be no more than a total of four signs.
 - (2) If the subdivision entrance is adjacent to a major thoroughfare as determined pursuant to the city's major thoroughfare plan, then a single large sign may be erected at such entrance in lieu of the signage allowed in paragraph (1). The maximum sign surface area at each major entrance shall be determined by its copy but in no event shall it exceed 200 square feet. Maximum copy size shall be determined according to the maximum distance available for viewing such sign based on 75 feet of viewing distance for each one inch of letter height. In addition, words shall be vertically separated from other words, and from the edge of the sign face, by a distance determined by multiplying 0.75 times the height of the letter, e.g., 0.75×36 inches (letter height) equals 27 inches separation.
- c. Height and width restriction. Permanent identification signs shall be constructed so that the bottom of the sign is no higher than 18 inches above adjacent grade and the top of the sign is no higher than ten feet measured from the natural or average finished grade. Provided, however, if the geometrics of the subdivision logo, emblem, or insignia make it impractical to be constructed within such height limit, the top of such logo, emblem, or insignia shall be no higher than five feet above the maximum permitted height of the sign. The width of a permanent identification sign shall not be greater than ten times its height.
- d. [Materials; illumination.] All single-family residential subdivision entry signs shall be of masonry construction. Signage may not be illuminated from within. External illumination shall be permitted.

2. Multiple-dwelling complexes. A townhouse, condominium, or apartment complex is allowed one sign with a total surface area not to exceed 24 square feet. The permitted sign may be a monument sign or a wall sign. A monument sign shall be set back from any property line by ten feet. If a wall sign is erected, it shall be flush mounted and shall not project above any wall.
3. Private community/recreational facilities signage.
 - a. Identification signs. Each private community/recreational facility located in a residential development is allowed a permanent identification sign. If such facility is located within a subdivision development the proposed identification signage shall be included in the subdivision sign plan. Such signs shall be located on the site of the facility being identified and shall consist of a sign no larger than 48 square feet in area and no higher than five feet above average finished grade. Additionally, wall signs of a size up to one-half square foot per linear foot of facility frontage shall be permitted.
 - b. Directional signs. Private community/recreational facilities located in residential subdivisions are allowed directional monument signs no larger than 16 square feet which may be erected in the subdivision to which it applies at intersections of major thoroughfares, collector streets, and residential streets in order to provide directions to the private community/recreational facilities. Such signs shall only be erected at intersections of major thoroughfares, collector streets and residential streets where turns onto different streets are necessary in leading to the private community/recreational facilities. The sign plan for a subdivision shall provide the fewest number of signs necessary to provide directions from one or the nearest major entrance of the subdivision to the residential streets on which private community/recreational facilities are located.
 - c. Reader panel signs and small electronic message signs. Formally organized homeowners' associations are allowed reader panel community signs, including those with runners, slots or tracks in or on which changeable letters and numerals can be mounted, or small electronic message signs, which are no larger than 50 square feet in area for the purposes of disseminating information relating to association activities to residents. Such signs may be two-sided and shall meet all design standards for monument signs. The text on such signs shall not flash, blink, or travel. Such signs are limited to no more than one in front of each homeowners' association's recreational facility and each major entrance to the community served by the homeowners' association. All such signs must be located within the interior of the platted subdivision that the homeowners' association serves. Such signs must be designed

in such a manner that only authorized persons may change the message.

- d. Large electronic message signs. Formally organized homeowners' associations representing a development of 10,000 acres or more, may have up to one two-sided electronic message community sign which is no larger than 96 square feet in area in lieu of a reader panel sign or a small electronic message sign as outlined above for the purposes of disseminating information relating to association activities to residents. The text on such signs shall not flash, blink or travel. Such signs may be two-sided and shall meet all design standards for monument signs. Such signs may only be located at the intersection of two major thoroughfares, as designated on the city's major thoroughfare plan, the location of which is a major entrance to the community served by the homeowners' association. All such signs must be located within the interior of the platted subdivision that the homeowners' association serves. Such signs must be designed in such a manner that only authorized persons may change the message.

(Ord. No. O-88-35, § 4, 9-6-1988; Ord. No. O-89-16, §§ 5, 6, 6-19-1989; Ord. No. O-90-24, § 3, 8-20-1990; Ord. No. O-93-05, § 3, 3-1-1993; Ord. No. O-95-14, § 3, 5-1-1995; Ord. No. O-97-13, § 4, 5-5-1997; Ord. No. O-00-69, § 4, 5, 12-18-2000; Ord. No. O-02-22, § 6, 6-17-2002; Ord. No. O-02-60, § 3, 11-18-2002)

13.7. Signs permitted and regulated in commercial and industrial districts.

In commercial and industrial zoned districts on-premises signs are allowed which comply with the provisions of this subsection.

A. Vacant land sales.

1. Signage shall be permitted for each parcel of land in commercial and industrial districts in order to give information concerning leasing, renting, or selling of such property.
2. Such temporary signs may be located anywhere on the tract or parcel provided they are set back a minimum of ten feet from any street frontage and from interior and rear property lines by a minimum of 50 feet or a distance that achieves the greatest separation between monument signs on subject tract and between monument signs on subject tract and adjacent properties. A total of 50 square feet of signage may be erected for each tract of land that is less than ten acres in size, and a total of 72 square feet of signage may be erected for each tract of land that is ten acres or larger in size. No one sign may be larger than 32 square feet in area nor smaller than 24 square feet. No more than one sign shall be allowed for each street frontage of such tract of land.

- B. Commercial and industrial districts entrance signs.
1. Temporary entrance signs. Commercial and industrial subdivisions of 40 acres and larger are allowed 96 square feet of temporary signage at each major entrance to the subdivision provided that no more than a total of three signs are erected at one entrance. Such signage shall contain information concerning the leasing, renting, selling, or promoting of such subdivision. Signs at major entrances shall be removed when 90 percent of the tracts are occupied.
 2. Permanent entrance signs. Commercial and industrial subdivisions of a size of 40 acres and larger are allowed one permanent identification monument sign of a maximum size of 50 square feet at each major street entrance to the subdivision.
- C. Individual business establishments. Each business establishment within a commercial or industrial zoned district shall be allowed signage in accordance with the provisions of this paragraph. If, however, such business establishment is part of a shopping center or integrated business development the signage allowed shall be as provided in paragraph D of this subsection. It is further provided, however, that a single occupant detached commercial establishment located on a lot or tract in a commercial subdivision separate from a shopping center or integrated business development within such subdivision shall be allowed signage in accordance with the provisions of this paragraph, if such business establishment is separated by a substantial distance from the shopping center or integrated business development and only incidentally shares parking facilities and driveway access.
1. Permanent signs.
 - a. Wall signs.
 - (1) Size and number. Except as provided herein, wall signs are permitted for each individual business establishment with an allowable total sign area of 1 1/2 square feet of signage for each linear foot of business frontage.
 - (a) Individual business establishments located on platted reserves adjacent to the intersection of two (2) roadways and having sides facing both roadways may have an additional allowable total wall signage area of up to 33% of that already permitted herein, as long as no more than 1 1/2 square feet of signage for each linear foot of business frontage is located on any one (1) wall.
 - (2) Location and height. A wall sign may not project above the roofline of a building, except for buildings with parapet walls, in which case the signage shall be flush with the wall and shall not project above the parapet. Signs placed on mansard, gambrel, and other sloping roofs must be

perpendicular to the ground with all permanent structural supports covered from view. Except for wall and identification signs which are permitted elsewhere, wall signs may be placed on the front or sides but not the rear of a building.

- (3) Design standards. Wall signage shall be uniform in color, style, materials, and illumination, and shall be similar in method of construction and installation. Lettering shall be uniform in location, height and depth, and shall consist of any one color. Wall signage consisting of any registered logo or trademark may be of any combination of colors, consistent with the trademark registration. Wall signage consisting of white letters may also consist of any non-registered logo or trademark, which may be of any color or colors, but shall not exceed 30 percent of the area of any one sign.

Returns shall be uniformly one color for all wall signs, and shall be either the same color as the lettering color, black, or bronze. Exposed or visible neon shall not be permitted. All signs shall consist of channel letters and logos mounted directly onto the building façade or contained within custom built signs consisting of solid non-interchangeable faces, and shall not consist of sign boxes or sign bands. Raceways or wireways, painted to match the surrounding predominant color of the building façade may be permitted, but shall be installed uniformly for all signs. Changes to signs other than for repair or maintenance shall require a new permit. Signage for existing buildings shall conform to these requirements as new signs are permitted.

- b. Monument signs. Monument signs for individual business establishments shall be in accordance with the provisions of this paragraph.
 - (1) Size and number for individual business establishments. A total of 64 square feet of monument signage may be erected for each individual business establishment, provided that no one sign is larger in area than 50 square feet or smaller than 24 square feet.
 - (2) Size and number for large individual business establishments along major thoroughfares. In lieu of erecting monument signage in accordance with subparagraph (1) above, individual business establishments which meet the following criteria shall qualify for a total of 146 square feet of monument signage, provided that no one

sign is larger in area than 96 square feet nor smaller than 50 square feet.

- (a) The gross leasable area of the principal building is greater than 75,000 square feet;
 - (b) The principal building is located on a parcel of land that is adjacent to a major thoroughfare with a posted speed greater than 45 miles per hour;
 - (c) The principal building faces said major thoroughfare;
 - (d) The distance from the parcel on which the principal building is situated to the adjacent outside travel lane of the major thoroughfare is greater than 50 feet; and
 - (e) The principal building is located at least 300 feet from the right-of-way of the major thoroughfare.
- (3) Location. Permanent monument signage may be located anywhere on the property provided it shall be set back a minimum of ten feet from any street frontage and from interior and rear property lines by a minimum of 50 feet or a distance that achieves the greatest separation between monument signs on subject tract and between monument signs on subject and adjacent properties. No more than one sign shall be allowed for each street frontage of such tract of land.

c. Canopy signs.

- (1) Size and number. Wall signs for businesses with canopies shall be computed either on the basis of the length of the wall of the building along the business frontage or on the basis of the length of the canopy along such frontage, whichever is shorter. The allowable sign area shall be computed at the ratio of 1 1/2 square feet of wall sign for each linear foot of building wall or canopy along the business frontage.
- (2) Location and height. Canopy signs must be flush mounted on the canopy and shall not project above or below the face of the canopy or extend laterally from the canopy. Signs allowed on canopies shall not be of a height greater than 20 feet above finished grade.
- (3) Color Bands. Businesses that sell automobile fuel may install a color band around the sides of canopies located above fuel pumps. This color band shall not exceed two (2) feet in height.

2. Temporary signs.

- a. Under construction signs. Temporary monument signs for commercial or industrial developments which are either under construction or where construction is imminent may be permitted

in addition to permanent signs allowed by this subsection in order to give information concerning leasing, renting, selling, financing, and/or contracting. Such temporary signs shall be removed six months from the date of their erection and may be extended for such additional six-month periods upon making application to the director of planning upon applicant demonstrating that construction is imminent.

(1) Size and number. A total of 50 square feet of signage may be erected for each tract of land that is less than ten acres in size, and a total of 72 square feet of signage may be erected for each tract of land that is ten acres or larger in size. No one sign may be larger than 32 square feet in area nor smaller than 24 square feet. No more than one sign shall be allowed for each street frontage of such tract of land.

(2) Location. Such temporary signs may be located anywhere on the tract or parcel of land provided they are set back a minimum of ten feet from any street frontage and from interior and rear property lines by a minimum of 50 feet or a distance that achieves the greatest separation between monument signs on subject tract and between monument signs on subject tract and adjacent properties.

b. Grand opening signs. A wall sign to advertise grand opening celebrations for an individual business establishment shall be permitted for a period not to exceed 14 days. Such 14-day period shall begin on the date of erection of the sign, and the sign shall be totally removed prior to the expiration of the 14th day. Such signage may consist of banners, balloons, streamers or similar attention-getting devices, provided that such signs shall not impede the flow of vehicular or pedestrian traffic on or off-site. Also, any such signs shall not be permitted to be placed on the roof or if affixed to an exterior wall or walls shall not extend above the top of the wall of the building.

(1) Size and number. One temporary sign (which may be in the form of a banner) of a size not to exceed 32 square feet shall be permitted.

(2) Location and height. Such sign shall comply with the location and height standards contained in section 13.7.C.1.a(2).

D. Integrated business developments. Integrated business developments within commercial or industrial zoned districts and the business establishments located therein shall be allowed signage in accordance with the provisions of this paragraph.

1. Permanent signs.

- a. Wall signs.
 - (1) Design standards for existing developments.
 - (a) Existing commercial integrated business developments. Owners of commercial integrated business developments existing prior to the adoption of this ordinance shall establish and follow, as new signs are permitted, a uniform wall signage design program for such development that complies with the provisions of this subsection. Such wall signage design program shall require wall signage within that development that is uniform in color, style, materials and illumination, and that is similar in method of construction and installation. Lettering shall be uniform in font, location, height and depth, and shall consist of one color for all tenants, except as provided herein. Exposed or visible neon shall not be permitted. Such signs may display any logo or trademark which may be of any color(s). Such logo or trademark shall not exceed 30 percent of the area of any one sign. Changes to existing signs other than for repair or maintenance shall require a new permit.
 - (b) Existing industrial integrated business developments. Owners of industrial integrated business developments existing prior to the adoption of this ordinance shall establish and follow, as new signs are permitted, a uniform wall signage design program for such development that complies with the provisions of this subsection. Such wall signage design program shall require wall signage within that development that is uniform in materials and illumination, and is similar in method of construction and installation. Lettering shall be uniform in location, height and depth. Exposed or visible neon shall not be permitted. Such signs may display any logo or trademark which may be of any color (s) but shall not exceed the maximum sign area for any one sign. Changes to signs other than for repair or maintenance shall require a new permit.
 - (2) Design standards for new developments.
 - (a) New commercial integrated business developments. Owners of new integrated business developments shall establish and follow a uniform wall signage design program for such development that complies

with the provisions of this subsection. Such wall signage design program shall require wall signage within that development that is uniform in color, style, materials and illumination, and is similar in method of construction and installation. Lettering shall be uniform in location, height and depth and shall be white in color. Lettering fonts may differ from tenant to tenant but shall be uniform for each tenant. Major tenants may display a lettering color other than white, but shall display only one lettering color. Wall signage consisting of white letters may also consist of any logo or trademark, which may be of any color(s). Such logo or trademark shall not exceed 30 percent of the area of any one sign. Returns shall either be uniformly bronze or black in color for all wall signs in a development. Exposed or visible neon shall not be permitted. All signs shall consist of letters and logos mounted directly onto the building facade, and shall not consist of sign boxes or sign bands. Raceways or wireways, painted to match the surrounding predominate color of the building facade may be permitted but shall be uniformly installed for all signs within a development. Changes to signs other than for repair or maintenance shall require a new permit.

- (b) New Industrial integrated business developments. Owners of new industrial integrated business developments shall establish and follow a uniform wall signage design program for such development that compiles with the provisions of this subsection. The wall signage design program shall apply to the entire development or a separate signage design program may be established for each development. Such wall signage design program shall require wall signage design program shall require wall signage on each building or within that development that is uniform in location, size, materials, illumination, and background color when applicable, and is similar in method of construction and installation for each building. A wall signage design program shall allow for the use of logos or trademarks only, channel letters, or panel signs. A logo or trademark may be used in conjunction with channel letters or on panel signs. However, a combination of channel letters and panel signs on independent buildings is prohibited. For the purposes of this ordinance, a

panel sign is defined as a flat sign without internal illumination. Panel signs shall consist of solid non-interchangeable faces, having applied vinyl of flat cut-out lettering, logo, or trademark in any font or color. Reader panel signs or signs with runners, slots or tracks in or on which changeable letters and numbers can be mounted are prohibited. All panel signs utilized on an independent building shall have the same background color and consistent design.

Channel lettering shall be uniform in location, size, height and depth. Lettering color and fonts may differ from tenant to tenant but shall be uniform for each tenant. Independent buildings may display lettering of any color, but shall display only one lettering color. Wall signage may also consist of a logo or trademark, which may be of any size and color, but shall display only one lettering color. Wall signage may also consist of a logo or trademark, which may be of any size and color, but shall not exceed the maximum sign area of any one sign. Returns shall either be uniformly bronze or black in color for all wall signs in a center. Exposed or visible neon shall not be permitted. All signs shall consist of panel signs, channel letters and/or logos or trademarks mounted directly onto the building façade, and shall not consist of sign boxes or sign bands. Raceways or wireways, painted to match the surrounding predominant color of the building façade, may be permitted but shall be uniformly installed for all signs. Changes to signs other than for repair or maintenance shall require a new permit.

- (3) Size and number for all developments. Except as provided herein, each business establishment in an integrated business development is permitted wall signs with a maximum total sign area of one and one half square feet of signage for each linear foot of business frontage.

Business establishments in integrated business developments located on platted reserves adjacent to the intersection of two roadways and having sides facing both roadways may have an additional sign area of up to 33 percent of that already permitted above, provided no more

than one and one-half square feet of signage for each linear foot of business frontage is located on any one wall.

- (4) Location and height for all developments.
 - (a) Location and height for signage in commercial integrated business developments. A wall sign may not project above the roofline of a building except for buildings with parapet walls, in which case the sign shall be flush with the wall and shall not project above the parapet. Signs placed on mansard, gambrel, and other sloping roofs must be perpendicular to the ground with all structural supports covered from view. Wall signs identifying businesses in an integrated business development may be placed on any wall of the building in which the business is located except the rear wall. Wall signs shall be similar in height, shape, style and spacing as other signs on the same building, and shall always conform to the development's existing wall signage design program.
 - (b) Location and height for signage in industrial integrated business developments. A wall sign may not project above the roofline of a building with parapet walls or unique structural architectural elements, in which case the sign shall be flush with the wall and shall not project above the parapet or architectural element. Signs placed on mansard, gambrel, and other sloping roofs must be perpendicular to the ground with all structural supports covered from view. Wall signs identifying businesses in an integrated business development may be placed on any wall of the building in which the business is located except on the side(s) adjacent to a residentially-zoned district. All signage on the walls of buildings facing a street shall be uniform in illumination through out the sites. All signage on the walls of buildings not facing a street shall be uniform in illumination throughout the site. Wall signs shall be similar in height, shape, style and spacing as other signs on the same building, and shall always conform to the development's existing wall signage design program.

(Ord. O-07-53, 10-01-07)

- b. Monument signs. Monument signs shall be constructed in accordance with [subsection] (1), (2) or (3) below:
- (1) Alternative 1.
- (a) Size and number. The total sign areas for all monument signs in an integrated business development shall not exceed one square foot of sign area for each 300 square feet of gross usable area or square footage of the building up to a maximum sign area of 300 square feet; provided, however, that each sign must meet spacing, size and height requirements contained in this paragraph. It is further provided, however, that each integrated business development shall be allowed at least one 32 square foot monument sign for each frontage enjoyed by that tract and that an integrated business development with only a single frontage shall be allowed at least one 50 square foot sign. Except as provided hereafter, no monument sign may be larger than 96 square feet nor smaller than 32 square feet. Integrated business developments which qualify by size for the total sign area of 300 square feet allowed for monument signs and which can meet spacing requirements contained herein may erect one 160 square foot sign. However, if a 160 square foot sign is erected, such development shall be limited to 225 square feet of total allowable sign area.
- (b) Location and height. The monument sign shall be set back from the street rights-of-way by a minimum of ten feet and from interior or rear property lines by a minimum of 50 feet. The monument sign shall have a minimum spacing from other monument signs of 100 feet. The measurement of such spacing shall be from the closest points of the two signs. If consistent with the above spacing and setback requirements, the maximum size monument sign allowed for a tract may be placed on any street frontage enjoyed by that tract.
- (2) Alternative 2.
- (a) Size and number. The total sign area for all monument signs in an integrated business development shall be determined by the number of major and minor tenants in the integrated business development. Monument signs constructed in accordance with this alternative two shall be

constructed of the same materials, colors and architectural style as buildings on the site. The total allowable signage for minor tenants in an integrated business development shall depend on the number of minor tenants as hereinafter provided. Letter size for minor tenant signs shall not exceed seven inches in height nor be smaller than four inches in height. Identification of a minor tenant in an integrated business development shall be limited to one line on one monument sign. Monument signs for minor tenants may be constructed to accommodate existing and all future or anticipated minor tenants whether said floor area is currently developed or occupied. For integrated business developments that are currently not fully developed, the maximum number of anticipated minor tenants shall be determined by dividing the total floor area constructed for all anticipated minor tenants by 1,000 square feet and applying the standards contained above in section 13.3 herein. Each major tenant shall be allowed one 32 square foot sign on each frontage of the property on which the integrated business development is located, or one 50 square foot sign where only a single frontage exists. Except as provided hereafter, no monument sign for major and minor tenants may be larger than 96 square feet nor smaller than 32 square feet. Major tenants are encouraged to advertise on signs in conjunction with minor tenants and shall be allowed the same amount of sign area: 32 square feet frontage where multiple frontages exist or 50 square feet for a single frontage.

- (b) Location and height. The monument signs for both major and minor tenants shall be set back from street rights-of-way a distance of ten feet minimum, or more if necessary, to provide a clear line of sight for drivers of cars exiting the property onto abutting streets. Also, such monument signs shall be set back from interior or rear property lines by a minimum of 50 feet. Generally, monument signs shall be placed to achieve an even distribution of such signs along the street rights-of-way.
- (c) Copy. The fronts chosen for the copy shall be easily legible to drivers in automobiles traveling on adjacent streets. Words on all signs shall be vertically separated from other words, or panel

border, and from the edge of the sign face by a minimum distance determined by multiplying 0.75 times the height of the letter, e.g., $0.75 \times 7\text{-inch letter} = 5.25\text{ inches (separation)}$. Whenever possible, copy should be top justified and parallel to the ground.

(3) Alternative 3.

- (a) Size and number. Small integrated business developments with two or more tenants with one frontage shall be allowed a maximum of 64 square feet of monument signage. Those integrated business developments with more than one frontage shall be allowed 64 square feet of monument signage, plus an additional 32 square feet of monument signage for each additional frontage. No one sign may be larger than 64 square feet, nor smaller than 24 square feet in area.
- (b) Location. Monument signs shall be set back from street rights-of-way a distance of ten feet minimum, or more if necessary, to provide a clear line of sight for drivers of cars exiting the property onto abutting streets. Generally, monument signs shall be placed to achieve an even distribution of such signs along the street rights-of-way.

c. Canopy signs.

- (1) Size and number. Wall signs for businesses with canopies shall be computed either on the basis of the length of the wall of the building along the business frontage or on the basis of the length of the canopy along such frontage, whichever is shorter. The allowable sign area shall be computed at the ratio of $1\frac{1}{2}$ square feet of wall sign for each linear foot of building, wall, or canopy along the business frontage.
- (2) Location and height. Canopy signs must be flush with the canopy and shall not project above or below the face of the canopy nor extend laterally away from the canopy. Signs on canopies shall not be of a height greater than 20 feet above finished grade.
- (3) Color Bands. Businesses that sell automobile fuel may install a color band around the sides of canopies located above fuel pumps. This color band shall not exceed two (2) feet in height.

2. Temporary signs.

- a. Under construction signs. Temporary monument signs for integrated business developments which are under construction

may be permitted in addition to permanent signs allowed by this subsection in order to give information concerning leasing, renting, selling, financing, and/or contracting. Such temporary signs shall be removed 12 months from the date of its erection or when the construction for the development is completed, whichever first occurs.

- (1) Size and number. Temporary monument signs permitted under this subparagraph shall not exceed 32 square feet in area. Commercial or industrial developments which are ten acres in size or greater are allowed a total of two monument signs while developments smaller than ten acres in size are allowed one monument sign.
- (2) Location and height. Temporary monument signs may be located anywhere on the site provided they are set back a minimum of ten feet from any street frontage and a minimum of 200 feet from street intersections; provided, however, that at least one sign shall be permitted for each tract.

- b. Grand opening signs. A wall sign to advertise the grand opening celebration for an integrated business development shall be permitted for a period not to exceed 14 days. Such 14-day period shall begin on the date of the erection of the sign, and the sign shall be totally removed prior to the expiration of the 14th day. Such signage may consist of banners, balloons, streamers or similar attention-getting devices, provided that such signs shall not impede the flow of vehicular or pedestrian traffic on or off-site. Also, any such signs shall not be permitted to be placed on the roof or if affixed to an exterior wall or walls shall not extend above the top of the wall of the building. In the event a business space is occupied prior to or after the grand opening celebration of the integrated business development, the business establishment occupying such business space in the integrated business development may advertise the grand opening celebration by displaying a permitted sign in a window or on the wall of that business establishment store for a 14-day period. Such 14-day period shall be computed as provided above. In the case of an individual lease space opening prior to celebration, such lease spaces shall be permitted one (1) temporary sign (which may be in the form of a banner) of a size not to exceed thirty-two square feet (32 sf). Such sign shall comply with the location and height standards for permanent wall signs for integrated business developments in section 13.7.D.1.a (2).

- (1) Size and number. One temporary sign (which may be in the form of a banner) of a size not to exceed 32 square feet shall be permitted.

- (2) Location and height. Such sign shall comply with the location and height standard in section 13.7.D.1.a(2).

E. Regulations applicable to individual business establishments and integrated business developments.

1. Reader panel signs. Reader panel signs or those with runners, slots or tracks in or on which changeable letters and numerals can be mounted shall be permitted provided that such sign devotes no more than twenty-four (24) square feet out of the maximum signage to changeable copy and meets all design standards for monument signs; and
 - a. Is a fuel price sign for a gasoline service station containing only information that relates to fuel price, fuel product, fuel price per unit, including tax related thereto, and the brand name; or
 - b. Is the only reader panel sign for a theater and contains only information relating to the show, movie or entertainment currently being offered on the premises.
2. Wall signs. Except as provided herein, commercial or industrial establishments shall not place wall signage on the rear of buildings.
 - a. Commercial or industrial establishments may place wall signage on the rear of buildings provided that such signage faces the side or front of an adjacent commercial or industrial building. For purposes of determining adjacency, public rights-of-way shall be excluded;
 - b. Commercial or industrial establishments may place wall signage on the rear of buildings provided that the building is located on a tract adjacent to the Fort Bend or the Sam Houston Tollway, except such signage may not be placed on the rear of a building if the rear faces any residentially-zoned district.
 - c. Commercial or industrial establishments may place identification nameplates or signs identifying delivery entrances or permitted parking areas provided that such signage does not exceed two square feet in area.

(Ord. No. O-88-35, § 4, 9-6-1988; Ord. No. O-89-16, §§ 7--11, 6-19-1989; Ord. No. O-92-02, §§ 6, 7, 1-6-1992; Ord. No. O-93-05, §§ 4--6, 3-1-1993; Ord. No. O-95-18, § 6, 5-8-1995; Ord. No. O-95-31, § 3, 8-21-1995; Ord. No. O-95-35, § 4, 9-18-1995; Ord. No. O-98-11, § 3, 3-16-1998; Ord. No. O-98-21, § 3, 5-18-1998; Ord. No. 99-03, §§ 3, 4, 1-19-1999; Ord. No. O-00-07, §§ 4--6, 2-7-2000; Ord. No. O-00-55, § 6, 10-2-2000; Ord. No. O-02-22, § 7, 6-17-2002; Ord. No. O-02-37, § 3, 8-5-2002; Ord. No. O-04-42, 09-20-04; Ord. O-07-53, 10-01-07)

Cross references: Businesses, ch. 18.

13.8. Signs for special events.

Temporary signs that provide information about and/or direct the public to a special event on behalf of charitable, civic or nonprofit organizations, or on the behalf of businesses or other profit-making organizations sponsoring a special event for the benefit of a charitable, civic, or nonprofit organization located in the city are allowed provided a sign permit application is submitted to and approved by the director of planning. Signs for special events shall comply with the following requirements:

- A. One monument sign, not exceeding 32 square feet in area, may be located at each major entrance to the event.
- B. Additional signs or banners may be located at specified locations in the city as approved by the city council.
- C. Directional signs shall not exceed 16 square feet in area.
- D. Signs shall be erected only for a time period not to exceed ten days before and two days after the event.
- E. Such signs may be located on private property only with the permission of the property owner. In no case shall a sign be located on a public right-of-way without the consent of the city council.

(Ord. No. O-88-35, § 4, 9-6-1988; Ord. No. O-89-16, § 12, 6-19-1989; Ord. No. O-95-27, § 5, 7-17-1995; Ord. No. O-96-03, § 4, 2-5-1996; Ord. No. O-05-20; 05/16/05); Ord. No. O-08-19, § 13.8.

13.9. Signs for areas zoned specific use.

Generally the regulations for wall and monument signs as established by subsection 13.7.C for commercial zoned areas shall apply to areas zoned for specific use. However, more strict rules may be applied by the city council in granting a specific use permit when it is deemed necessary for the protection of adjacent properties and the public interest.

(Ord. No. O-88-35, § 4, 9-6-1988)

13.10. Signs displaying noncommercial messages.

Notwithstanding any other provision of this section, any sign that may display a commercial message may also display any noncommercial message, either in place of or in addition to the commercial message, so long as the sign complies with other requirements of this section or to other ordinances that do not pertain to the content of the message displayed.

(Ord. No. O-88-35, § 4, 9-6-1988)

13.11. Obsolete signs.

Signs which have been abandoned or have become obsolete due to closing of a business, change in the nature of the business establishment, or for any other reason rendering the sign

nonapplicable to the property upon which it is displayed shall be removed by the owner of the building or premises upon which it is situated within 60 days from the date of the action that caused the sign to be abandoned or obsolete. A condition of approval for all sign erection or use permits shall be that the permit holder or owner of the building or premises, at his own expense, remove any abandoned or obsolete sign. New signs for buildings or property on which an abandoned sign is located shall not be approved until the abandoned sign is removed, however, approval may be given on the condition that the abandoned sign is removed before a new sign is erected.

(Ord. No. O-88-35, § 4, 9-6-1988)

13.12. Nonconforming signs.

- A. Signs erected without a permit, either prior to or after the adoption for [of] this section, are illegal signs if a permit was required for its erection according to the law in effect at the time the sign was erected. It shall be unlawful to maintain any illegal sign. It is a defense to prosecution under this subsection if the sign has been made to comply with the provisions of this section so that a permit may be issued.
- B. All signs which were legally erected pursuant to a valid permit or legally maintained and which do not conform to the provisions of this section are nonconforming signs. Nonconforming signs shall be removed or modified so as to conform with the requirements of this section within six years of the date the sign became nonconforming, with the following exceptions:
 - 1. The conformity dates for the removal or modification of those signs for which the conformity date is required to be extended or for which financial compensation is required under state or federal law shall be extended for so long as the conformity date extension or financial compensation continues to be required by state or federal law.
 - 2. Signs which constitute a hazard to pedestrian or vehicular traffic, unauthorized signs or portions thereof which are located on or extend over public property, snipe signs, signs with spinners, streamers, pennants or the like, and portable signs shall be removed or made to conform within 60 days after the effective date of this section.
 - 3. No conforming sign shall be repaired or renovated at a cost in excess of 50 percent of the replacement cost of the total sign structure, unless such sign is brought into conformity with this section. No nonconforming sign shall be repaired or renovated where the effect of such repair or renovation shall be to enlarge or increase the structure of the nonconforming sign. For the purposes of this subsection, routine maintenance shall not be considered to be repair or renovation.

(Ord. No. O-88-35, § 4, 9-6-1988)

13.13. Variance.

- A. A relaxation of the terms of this section may be permitted where such variance will not be contrary to the public interest and where, because of conditions peculiar to the property and as the result of the actions of the applicant, a literal enforcement of this section would result in unnecessary and undue hardship. A variance is authorized under this subsection only for height, sign area, and length of time allowed to remove or to make conform a nonconforming sign.
- B. Any variance sought under this subsection shall be submitted to the board of adjustment in accordance with the procedures provided in section 18 of this ordinance.
- C.

(Ord. No. O-88-35, § 4, 9-6-1988)

13.14. Exceptions and exemptions.

In order to provide for unique circumstances that have a peculiar public need, the following type signs shall be exempt from the provisions of this section:

- A. Any sign erected and maintained by the city pursuant to and in discharge of any governmental function which is required or authorized by any law, ordinance, policy or governmental regulation, including but not limited to traffic control signs, street signs, public facility signs, public informational signs, and signs promoting economic development and providing directional information.
- B. Commemorative plaques and identification emblems of recognized historical societies and organizations.
- C. Decorations clearly incidental, customary, and commonly associated with a national, local, ethnic, or religious holiday. Such decorations may be displayed for only the length of time that such holiday or event is normally and customarily celebrated by the public.
- D. Nameplates not exceeding two square feet for residents or occupants or commercial, industrial, and professional buildings or dwellings, apartments, boarding or rooming houses, or other similar facilities.
- E. Monument signs erected by residential homeowner associations at major entrances to the subdivision for which it is associated. Such monument signs shall not exceed 16 square feet in area.
- F. Monument signs erected on-site by public and private developments directing or denoting the entrance, exit, parking, and direction of traffic flow, providing such

signs are not prohibited or further regulated by other provisions of this section or other ordinances of the city.

- i. Such signs shall not exceed two square feet in area.
 - ii. No more than one-third of the allowable sign area is used for logos, emblems, or other identifying symbols of the development.
- G. Protection or security signs erected by the occupants of a premises denoting no trespassing or security devices. Such signs shall not exceed four square feet.
- H. Flag of any governmental or non-profit entity provided that such flag is flown in accordance with established rules of etiquette. Flags of non-profit entities shall only be flown on the premises of the nonprofit organization. A maximum of three flagpoles with a maximum of three flags will be allowed per site. Freestanding flagpoles shall not exceed 35 feet in height. Flagpoles mounted on the walls of buildings shall not extend more than ten feet above the wall on which they are mounted but in any case not higher than 35 feet. There shall be no flagpoles mounted on roofs nor flags displayed on or from roofs.
- I. Political signs, including temporary campaign signs, provided that:
 - 1. No temporary campaign sign shall be posted more than 30 days preceding the date of the election to which the sign pertains.
 - 2. All temporary campaign signs shall be removed within ten days following the date of the election to which the signs pertain.
 - 3. No political sign shall be more than 36 square feet in sign area.
 - 4. No permit shall be required for the erection of a political sign.
 - 5. Political signs shall not be allowed in the right-of-way of any street.
- J. Signs located in the interior of a building which are designed and located to be viewed by the general public outside of the building, provided that such signs comprise no more than twenty-five percent (25%) of the glass or window area of the building area viewed by the public.
- K. Signs on vehicles regulated by the city or any other governmental unit.
- L. Signs on licensed commercial vehicles, including trailers; provided, however, that such vehicles shall not be used as parked or stationary outdoor signs and further provided that such vehicles or trailers are not designed or constructed for the primary purpose of providing an advertising medium.

- M. Directory signs, menu boards and the like which are designed to be read from a distance no greater than ten feet.
- N. Banners and balloons for an individual business establishment in commercial zones shall be permitted provided that:
1. No more than one banner may be displayed at any one time;
 2. The allowable area of a banner shall be computed on the basis of 1 1/2 square foot of banner for each linear foot of business frontage with a maximum allowable area of 75 square feet;
 3. No banner or balloon shall be displayed above the first floor of any building;
 4. A banner or balloon shall be attached to the building front or side but not the rear of a building;
 5. No banner or balloon shall obstruct vehicular or pedestrian traffic;
 6. A banner or balloon shall be constructed of weather resistant materials;
 7. Each calendar year a schedule of events and celebrations which indicate the days such banners or balloons shall be displayed is submitted to an [and] approved by the city;
 8. The banners or balloons may be displayed for a period or periods not to exceed a total of 60 days per calendar year in addition to a 14-day grand opening celebration as allowed in this section 13;
 9. Any amendment to the schedule of events and celebrations which indicates the days such banners or balloons shall be displayed is submitted to and approved by the city.
- O. Searchlights for an individual business establishment in commercial zones shall be permitted provided that:
1. No more than one searchlight may be displayed at any one time;
 2. It is located immediately adjacent to the business frontage or side but not the rear of a building;
 3. It shall not obstruct vehicular or pedestrian traffic;
 4. The searchlight may be displayed for a single event not to exceed a total of five days per calendar year.

- P. Reader panel signs for public schools shall be permitted provided that each such sign does not exceed 24 square feet in area, meets all design standards for monument signs, does not exceed more than one such sign per school site, and contains only information that relates to such school or school system. Such signs must be designed in such a manner that only authorized persons may change the message.

(Ord. No. O-88-35, § 4, 9-6-1988; Ord. No. O-89-16, § 13, 6-19-1989; Ord. No. O-92-02, § 8, 1-6-1992; Ord. No. O-95-11, § 3, 4-3-1995; Ord. No. O-99-03, § 5, 1-19-1999; Ord. No. O-02-55, § 4, 11-4-2002; Ord. No. O-04-15; 04-19-04; Ord. No. O-05-20; 05-16-05)

13.15. Application of regulations in the extraterritorial jurisdiction of the city.

- A. In accordance with the provisions of V.T.C.A., Local Government Code § 216.902, the provisions of section 13 shall extend to and be enforced in the extraterritorial jurisdiction of the city.
- B. With respect to the application of the provisions of section 13 within the extraterritorial jurisdiction of the city, whenever a lot, parcel, tract of land or any piece of real property is put to residential use, then the regulations in this section pertaining to residential districts shall apply. With respect to the application of the provisions of section 13 within the extraterritorial jurisdiction of the city, whenever a lot, parcel, tract of land or any piece of real property is put to commercial or nonresidential use, then the regulations in this section pertaining to commercial districts shall apply.

(Ord. No. O-89-16, § 14, 6-19-1989)